



Nasha McCray

Director, Parks and Recreation

BS in Liberal Studies, University of Central Florida

MPA in Public Administration, University of Central Florida

Contact Info:

301 S. Greene Street, Suite 300 Greensboro, NC 27401

Phone: 336-433-7360

E-mail: Ednasha.McCray@greensboro-nc.gov

Career Highlights

City of Greensboro

- Director, Parks and Recreation, January 2018 to present
- Interim Director, Parks and Recreation, July 2017 to January 2018
- Deputy Director, Parks and Recreation, December 2015 to July 2017
- Planning and Project Development Division Manager, Parks and Recreation, October 2009 to December 2015

City of Jacksonville, NC

- Senior Planner, October 2007 to November 2009

City of West Palm Beach, FL

- CRA Project Manager, February 2006 to October 2007
- Planner, November 2004 to February 2006
- Planning Intern (Historic Preservation), August 2003 to November 2004

Significant Accomplishments

- Department Awarded 2020 National Gold Medal Grand Plaque – Class II, 2019 Finalist
- Adoption of Department's 20-year strategic master plan, Plan2Play, which was also awarded the NC APA Marvin Collins Planning Award
- 40 Under 40 Most Influential African Americans in the Triad, Black Business Ink Magazine
- 2019 WalletHub Selection as Best City for Recreation in NC
- Established the Parks and Recreation Department's Office of Community Outreach and Engagement to focus and strengthen efforts of engagement, outreach, marketing, volunteerism, and resource development
- Created the Parks and Recreation Department's SEED (Skill Enhancement and Employee Development Program) which serves a comprehensive departmental resource program for employees
- 2017 five year National Reaccreditation by the Commission for Accreditation of Park and Recreation Agencies
- Successful \$34,500,000 Recreation Bond Issue in 2016
- Graduate of City of Greensboro Leadership Edge Program, 2017
- North Carolina Recreation and Parks Association Joint Conference Education Committee, Chair, 2017
- Recreation Resources Services (RRS) LeadHERship Conference, Speaker, 2016, 2017
- City/County United Way Employee's Giving Campaign, City Chair, 2012-2015
- City of Greensboro "Be: Greensboro" Award Recipient for Outstanding Contributions, 2014
- Three-time consecutive winner of the United Way of NC Spirit of NC Award for Campaign Excellence, 2013-2015

Certifications

- American Institute of Certified Planners (AICP)

Professional Organizations and Memberships

- Board Member, Greensboro Parks and Recreation Commission
- Board Member, Greensboro Downtown Parks, Inc.
- Board Member, Friends of Greensboro Parks and Recreation Foundation
- Board Member, ArtsGreensboro
- Board Member, Greensboro Science Center
- Board Member, Bryan Park Golf Association
- Board Member, Greensboro Beautiful, Inc.
- Member, American Planning Association (NC Chapter)
- Member, National Recreation and Parks Association (NRPA)
- Member NC Recreation and Parks Association (NCRPA)
- Member, Friends of Greensboro Parks and Recreation Foundation
- Member, National Forum for Black Public Administrators (NFBPA)
- Member, National Recreation and Park Ethnic Minority Society (NRPEMS)
- Member, NC A&T State University Center for Advanced Interdisciplinary Research in Diabetes Advisory Committee
- Member, GSO4Ward Team, Government Alliance on Race and Equity (GARE) NC Cohort (Greensboro)
- Member, NC Recreation and Parks Association Advocacy Committee
- Member, NC Parks and Recreation Directors Conference Planning Conference
- Member, Greensboro Downtown Greenway Oversight Committee
- Member, United Way of Greater Greensboro Women's Leadership and African-American Leadership Councils
- Representative, American Planning Association National Conference Delegate Assembly, 2015
- University of Central Florida Alumni Association